

Message Text

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PAGE 01 TEHRAN 02131 100540Z
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UNCLAS TEHRAN 2131

E.O. 11652: N/A
TAGS: BEXP IR
SUBJ: FOREIGN BUYER PROGRAM

REF STATE 045849

1. PROMOTION OF RELEVANT FOREIGN BUYER TRADE SHOWS IS MAJOR ASPECT OF POST'S CCP CAMPAIGNS. FOLLOWING LOCAL EVENT SPONSORSHIP, U.S. TRADE SHOWS OFFER NEXT MOST IMPORTANT VEHICLE AVAILABLE TO POST TO PROMOTE U.S. SALES, AND INCREASED ATTENDANCE IS PRIMARY GOAL OF EACH CAMPAIGN. IN FACT, CAMPAIGNS WOULD BE CONSIDERABLY LESS VIABLE IN ABSENCE OF INFORMATION AND LITERATURE ON SUCH SHOWS.

2. ALTHOUGH POST WOULD REGRET CURTAILMENT OF COMMERCE PROGRAM, POST COULD CONTINUE TO PROMOTE SOME TRADE SHOWS PROVIDED COMMERCE ABLE TO FURNISH YEARLY LIST OF MAJOR TRADE SHOWS WITH NAMES AND ADDRESSES OF ORGANIZERS. POST COULD THEN CONTACT ORGANIZERS OF MOST RELEVANT SHOWS DIRECTLY FOR INFORMATION AND BROCHURES. THIS ALTERNATIVE, WHILE MORE TIME CONSUMING, WOULD CONTINUE TO ALLOW PROMOTION FOR THOSE SHOWS DEEMED MOST SIGNIFICANT IN TERMS OF CCP AND LOCAL MARKET.

3. POST HAS BEEN RECEIVING BROCHURES BOTH FROM COMMERCE AND DIRECTLY FROM ORGANIZERS FOR FOREIGN
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BUYER SHOWS WHICH WE ELECTED TO PROMOTE, AS WELL AS THOSE WHICH WE DID NOT, WITH RESULT THAT WE HAVE BEEN DEVOTING CONSIDERABLE RESOURCES TO LIST BUILDING, MAILINGS, AND OTHER PUBLICITY. WE HAVE TENDED GENERALLY TO PROMOTE ALL SUCH SHOWS ON EQUAL BASIS WHERE THERE IS APPLICABILITY, BUT PROPOSE HERE-AFTER TO LIMIT PROMOTION FOR MAJORITY OF SHOWS TO

PROVIDING DIRECTORY LIST OF UPCOMING SHOWS TO INFLU-
ENTIAL IRAN CHAMBER OF COMMERCE, INDUSTRIES AND
MINES, ARTICLE IN COMMERCIAL NEWSLETTER, ETC., WHILE CON-
CENTRATING PERSONALIZED EFFORTS ON SHOWS WHICH TIE
INTO CCP THEMES OR WHICH ARE PARTICULARLY RELEVANT
TO IAN'S DEVELOPMENT PLANS.

4. DESPITE POST'S PROMOTIONAL EFFORTS, IRANIAN
ATTENDANCE AT U.S. TRADE SHOW HAS BEEN SMALL. ONE
DELEGATION VISITED CONSTRUCTION SHOW IN 1975, AND
AVERAGE OF 3-7 IRANIAN BUSINESSMEN OFFICIALS HAVE
REGISTERED AT OTHER MAJOR TRADE SHOWS. WHILE
ATTENDANCE IS SMALL, IT DOES CONSTITUTE CONSIDERABLE
IMPROVEMENT OVER ZERO ATTENDANCE OF A FEW YEARS
AGO, AND IT IS ALSO NOTEWORTHY THAT MOST IRANIANS
WHO ATTEND ARE EITHER LARGE DISTRIBUTORS OR IMPORTANT
END USERS.
MIKLOS

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